

Message Text

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ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 OPR-02 /023 W
-----041705 092231Z /14

R 091647Z MAR 78
FM AMEMBASSY BONN
TO USDOC WASHDC
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
INFO SECSTATE WASHDC 6583
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 02 BONN 04323

FRANKFURT FOR USTS

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: BONN AREA BUSINESSMEN PLAN VISIT CALIFORNIA
OCT - NOV 1978

1. SUMMARY: BONN CHAMBER OF COMMERCE AND INDUSTRY (CCI) PLANS SEND TWO GROUPS OF GERMAN BUSINESSMEN TO CALIFORNIA IN OCTOBER - NOVEMBER 1978. BONN CCI SEEKS FOLLOWING USG SUPPORT: (A) INTERPRETERS; (B) USTS FUNDING OF TRAVEL OF TWO PARTICIPANTS AS JOURNALISTS; (C) PLANT VISITS; (D) ASSISTANCE ARRANGING BRIEFINGS AND RECEPTIONS BY GERMAN/AMERICAN TRADE GROUPS IN LOS ANGELES AND SAN FRANCISCO. ADVISE. END SUMMARY.

2. EMBASSY COMMERCIAL STAFF MEMBERS MET MARCH 7 AT BONN CCI WITH REPRESENTATIVES OF CCI AND SIEGBURG SPARKASSE (SAVINGS AND LOAN BANK) TO RECEIVE PRE-UNCLASSIFIED

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LIMINARY INFORMATION ON TRIPS TO CALIFORNIA CCI AND SPARKASSE PLAN ORGANIZE FOR OCTOBER-NOVEMBER 1978. BOTH EMBASSY AND CONGEN DUSSELDORF HAD BEEN GIVEN EARLIER VAGUE INTIMATIONS THAT SUCH TRIPS WERE UNDER CONSIDERATION.

3. TWO TRIPS ARE PLANNED--WITH UP TO 35 PARTICIPANTS IN

EACH. TRAVEL AGENT IS MUELLER OF WIESBADEN. INTERNATIONAL CARRIER IS PAN AMERICAN. MUELLER ORGANIZED SIMILAR TRIP TO JAPAN IN 1977 FOR BONN CCI MEMBERS--TO CCI'S COMPLETE SATISFACTION. AT COST OF DM 2800 FOR 16 DAY TRIP, MUELLER/PANAM PACKAGE IS CONSIDERED EXPENSIVE BY CCI BUT WORTH COST.

4. PLAN, STILL NOT FORMALIZED IN ALL DETAILS, CALLS FOR ONE GROUP TO LEAVE FRANKFURT O/A OCTOBER FIFTH WITH RETURN O/A OCTOBER 20TH. THIS GROUP WILL BE LED BY BONN CCI MANAGER DR. EBERHARD SCHMITZ AND INTERNATIONAL TRADE SPECIALIST GERT ULRICH. THE SECOND GROUP WOULD TRAVEL FRANKFURT/USA/FRANKFURT BETWEEN ROUGHLY OCTOBER 26 AND NOVEMBER 10 AND WOULD BE LED BY SPARKASSE PRESIDENT RUDOLF SCHREIBER AND TRADE SPECIALIST DIETER BOOK.

5. CCI AND SPARKASSE PLAN TO PROMOTE BOTH TRIPS SIMULTANEOUSLY AND INDEPENDENTLY. RECRUITING CAMPAIGN WILL BEGIN WITH SPARKASSE MAILOUT TO 5,000 PERSONS AROUND MAY FIRST AND SIMULTANEOUS PUBLICITY IN BONN CCI NEWSLETTER TO MEMBERS AROUND SAME TIME. THESE WILL BE FOLLOWED UP INTENSIVELY THROUGHOUT MAY AND JUNE UP UNTIL SUMMER HOLIDAYS.

6. GROUP APPEARS LIKELY TO DIVIDE TIME EVENLY BETWEEN TOURISM AND BUSINESS IN AN ITINERARY WHICH SPANS SAN UNCLASSIFIED

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FRANCISCO, YOSEMITE, MONTEREY, SANTA BARBARA AND ENDS IN LOS ANGELES. GERMAN BUSINESSMEN WOULD PROBABLY BE CROSS SECTION OF SMALL TO MEDIUM SIZED MANUFACTURERS AND SERVICE ORGANIZATIONS. THEIR INTERESTS WOULD SPAN EXPORTING, IMPORTING, REVERSE INVESTMENT.

7. CCI SAID IT HOPED IT COULD RECEIVE US GOVERNMENT (FEDERAL, STATE, CITY) SUPPORT AS GENEROUS AS JAPANESE MADE AVAILABLE IN 1977. SPECIFICALLY ASKED FOR FOLLOWING:

(A) INTERPRETERS TO ACCOMPANY EACH GROUP DURING TWO DAYS IN L.A. AND TWO DAYS IN S.F. DEVOTED TO BUSINESS;

(B) USTS FULL OR PARTIAL FUNDING OF TRAVEL FOR ONE PERSON IN EACH GROUP WHO WOULD WRITE ARTICLES ON THE TRIP FOR BONN, COLOGNE AND TRADE NEWSPAPERS AND MAGAZINES;

(C) ARRANGEMENT OF PLANT VISITS;

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AMCONSUL HAMBURG
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(D) SUPPORT IN ARRANGING RECEPTIONS AND BRIEFINGS
BY GERMAN/AMERICAN TRADE GROUPS IN L.A. AND S.F.--IN-
CLUDING POSSIBLE MEETING WITH CALIFORNIA GOVERNOR BROWN.

8. EMBASSY PERSONNEL AGREED TO FORWARD ABOVE REQUESTS
BUT OFFERED OPINION THAT INTERPRETERS AND REMITTED EX-
PENSES FOR JOURNALISTS WOULD PROBABLY BE HARD TO
ARRANGE. EMBASSY STAFF GENERALLY ASSURED MESSRS.
ULRICH AND BOOK OF ALL APPROPRIATE SUPPORT BY EMBASSY
AND CONGEN DUSSELDORF COMMERCIAL STAFF--INCLUDING
EMBASSY BRIEFING IN BONN OF GROUP BEFORE IT LEFT FOR
USA.

9. COMMENT: APPEARS LIKELY THAT AT LEAST ONE AND
POSSIBLY TWO GROUPS OF BONN AREA BUSINESS WILL INDEED
VISIT CALIFORNIA NEXT OCTOBER/NOVEMBER. GROUPS WILL
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HAVE BROAD INTERESTS AND WILL PROBABLY NOT INCLUDE
GIANTS OF GERMAN INDUSTRY. BELIEVE WE WILL DELAY FINAL
ASSESSMENT OF PROPER DEGREE OF OUR SUPPORT FOR THIS
GROUP UNTIL WE HAVE BETTER FIX ON EXACT DATES AND
PERSONALITIES GOING ON TRIPS. IN MEANWHILE WOULD
APPRECIATE FRANK ASSESSMENT OF ABILITY OF (A) STATE
OR COMMERCE TO ASSIST WITH INTERPRETERS; (B) USTS
FRANKFURT TO HELP FINANCE TRAVEL OF "JOURNALISTS".
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